

**CLAIMS**

Please amend the claims as follows:

Claims 1-68 (Canceled).

69. (Currently Amended) A method for selling goods and services in conjunction with the Internet, comprising:

receiving, ~~[[a]]~~ by a computer within a network of computers, session information from a website about a customer session on the website, the website being associated with a selected enterprise from a plurality of enterprises and the session information comprising one or more products a customer is searching using a browser application executing on a customer computer;

receiving, by a computer within the network of computers, customer information associated with the customer from the selected enterprise;

determining, by a computer within the network of computers, from the session information and the customer information that the customer constitutes a sales opportunity appropriate for sales assistance;

executing, by a computer within the network of computers, a matching engine to determine one or more desirable sales associates from among a plurality of sales associates for the customer based on the session information, the customer information, and sales associate information associated with each of the plurality of sales associates;

~~transmitting notifying~~, by a computer within the network of computers, a signal to a computer associated with a selected one of the one or more desirable sales associates in order to notify the selected sales associate that the sales opportunity regarding the customer exists;

~~selecting, by a computer within the network of computers, a sales associate from among the one or more desirable sales associates who first chooses to assist the customer;~~

~~if a predetermined amount of time has passed and none of the one or more desirable sales associates choose to assist the customer, selecting, by a computer within the network of computers, a sales associate from among the one or more desirable sales associates who must assist the customer;~~  
facilitating communication for a sales transaction between the customer computer and the computer associated with the selected sales associate via the Internet;  
receiving, by a computer within the network of computers, sales information;  
retrieving, by a computer within the network of computers, from a database of collateral sales material, information previously determined to be effective in closing a sale given the ~~selected sales associate's profile~~ associate information associated with the selected sales associate, the customer ~~profile~~ information and the one or more products the customer is searching; and  
providing, by a computer within the network of computers, to the computer associated with the selected sales associate, the session information, the customer information, and the retrieved information.

Claim 70 (Canceled).